

**REPORT TO THE COUNTY BOARD
MEETING OF MARCH 18, 2003**

CVB Advisory Board Members:

- Dick Alexander (*entered at 6:15*)
- Bernie Bosch
- George Caldwell
- Fritz Fuchs (*entered at 6:10*)
- Patricia Goldthorpe
- Susan Gordy
- Jan Harris

- Gerri Lamparelli
- John Osmanski
- Cindy Pepple
- Kristine Polo
- Dan Reimer
- Sandra Wolfram

CVB Staff:

- John Mazor
- Melosa Belger
- Nancy Breed
- Marsha Cordle

- Tracy Furlong
- Betsy Eaton
- Beverly VanDerZyl

GUESTS:

- Lyn Cook
- Sharon Fallbacher
- Diane Williams

The CVB Advisory Board recommends the awarding of Local Promotion Grants totaling \$ 10,204.50 to the following organizations/events:

NPD 03/03 to the Village of Warren, for a web site promoting the Village of Warren @ \$ 242.50

NPD 03/04 to the Chicago Athenaeum: Museum of Architecture & Design, for the brochure and invitation printing for the International Sculpture Galena: Art on the River @ \$6,551.00

EVT 03/13 to the Highland Community College's Jo Daviess County Leadership Forum, for the O-Galena! Orienteering Festival @ \$362.50

EVT 03/14 to the City of Galena Project Management Team Marketing Committee, for the Shopping Tournament @ \$766.00

EVT03/15 to the Spirits of the Galena/JDC Museum for the 5th Annual Chocolate, Champagne & Candlelight @ \$870.00

EVT 03/16 to the Galena/Jo Daviess County Historical Society, for the Mistletoe Ball @ \$1,412.50

Co-Chairperson Osmanski called the meeting to order at 6:00 pm.

PUBLIC COMMENTS

None

MINUTES OF FEBRUARY 18, 2003 MEETING

Goldthorpe moved to accept the minutes as presented; Lamparelli seconded. Motion carried.

PRESENTATION OF FINANCIAL REPORT

Mazor presented the financial report, pointing out some figures on the month end report. Overall lodging tax revenue in the first quarter (December 1st through February 28, 2003) is down about 3% to the comparable period last year.

Mazor stated that the CVB has received one State Marketing partnership grant; we have applied for a second grant to maximize the total amount we qualify for from this program. We should be receiving notification soon.

CONSIDERATION AND RECOMMENDATION OF LOCAL PROMOTIONAL GRANTS

Mazor stated the grant applications were sent to all of the CVB Advisory Board members in advance so that any questions and concerns could be addressed in a timely manner.

Goldthorpe moved to accept the CVB staff recommendation for Grant Round 2/2003 as presented. Bosch seconded. Motion carried with 9 ayes and 1 abstention (Pepple).

Fuchs entered at 6:10

MONTHLY REPORT - JOHN MAZOR

Mazor briefly reviewed some of the highlights for the past month, starting with revenue for the 1st quarter being down compared to last year and inquiry tracking is down also. Now that it is the beginning of March, inquiries are picking up significantly.

We continue to see results of the Director of Sales' success at the Heartland Travel Showcase. Cordle booked a lead for 200 room nights just yesterday, and the leads continue to flow in.

The postcard campaign sent to the educators entitled "No Bikinis-No Beaches" was sent at the beginning of the month and the leads are starting to come back. We are tracking it two ways: a toll-free number and registrants to a website contest that is specific to this event. 125 have registered for the contest; 25 phone calls have been received. It is in the early stages of the campaign, but the campaign shows promise to be comparable to other campaigns.

The Winter Profile Survey has been completed. It is similar to the Summer Profile Survey, where guests' attitudes and their destination trip planning for the wintertime were measured. The results should be available in a few weeks.

The Director of Communications is immersed in the final stages of the 2003 Visitor's Planning Guide.

Staff is looking at our logo presentation and how it should be used, the minimum and maximum sizes and a color pallet for our publications condensed in one packet. It was hoped to have it available to present tonight, but Lee Ann Havenga from TDSM is now on maternity leave. We hope to have the manual by the April board meeting.

Alexander entered at 6:15

The Event Coordinator has been immersed in the triathlon, continuing to fine-tune the program; she is also working on a printed one year Calendar of Events. We expect delivery by mid-April.

The Director of Sales is working on a new association campaign; it is similar to the "Key" campaign but with a different theme.

GRAPHIC STANDARD MANUAL

Mazor stated again that he would have more information at the April 15, Board meeting.

GOVERNOR'S CONFERENCE ON TOURISM RECAP

An open forum was held with much sharing of information gleaned by attendees of the recent Governor's Conference on Tourism.

OTHER REPORTS

County Board: Alexander had nothing to report.

City of Galena: Pepple stated that while everyone else was at the Governor's Conference she was meeting the Lt. Governors of Wisconsin and Iowa to discuss economic development and tourism opportunities between the three states.

She mentioned the riverfront Sculpture Park would be on the city agenda Monday at 6:30pm.

Other Villages and Board Members:

Warren: Harris stated there would be an economic development/tourism meeting held at the Community Building in Warren, Wednesday at 7pm. After being inspired by the recent Governor's Conference, she organized the meeting with guest speakers Janet Anderson and John Mazor.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Goldthorpe stated that Galena recently hosted the Illinois Bed & Breakfast Association meeting. It was their largest turnout ever.

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Goldthorpe; seconded by Caldwell. Motion carried. Meeting adjourned at 6:58pm.

**NEXT MEETING:
6 P.M. APRIL 15, 2003
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
